Marketing Agent data access

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This table shows what data the Marketing Agent can and can not access in your namespace. If you have multiple namespaces, the Marketing Agent can only access the data of the namespace you're currently viewing.

Data	Example	Does Marketing Agent access?
Email campaign metrics	Sends, opens, clicks, attributed email revenue	Yes
SMS/MMS campaign metrics	Delivered SMS/MMS messages	Yes
Email list	Opt-in subscriber counts over time	Yes
SMS/MMS list	New SMS subscriber counts	Yes
Identification	Identification rate	Yes
Aggregated Behavioral Events	Number of add-to-cart events logged in a given period	Yes
Bluecore knowledge base	How to navigate email creation	Yes
Aggregated Audience data	Number of emails delivered to a specific audience	Yes
Halt reasoning	Aggregated reasons for campaign halts	Yes
Campaign changes	What changes were made before a drop in performance	Yes
Bluecore API documentation	Information on API endpoints	No
Individual customer data	Events logged for Customer ID 2897348389	No
PII	jane.doe@example.com's recent purchases	No

Data	Example	Does Marketing Agent access?
Non-Bluecore analytics data	Google Analytics, Adobe Analytics, etc.	No